

amended, and claims 2, 3, 5-9, and 11-16 have been canceled. New independent claim 17 has been added. Typographical errors in the specification have been corrected.

Independent claim 1 stands rejected under 35 U.S.C. § 103(a), as being obvious over U.S. Pat No. 4,908,761 to Tai (hereinafter "Tai") in view of the Retailing publication (hereinafter "Retailing"), referenced in an earlier Office Action. The rejection is respectfully traversed, as neither reference teaches or suggests the Applicants' invention, as claimed.

Tai is limited to a direct mail coupon delivery system. To the extent that it mentions magazines, Tai states: "Magazine delivery of coupons is relatively expensive and suffers from limited audience reach and flexibility in terms of market selectivity" (col. 1, line 39-41) (emphasis added). As such, Tai recognizes the problems in the magazine coupon delivery art, but does not teach or suggest any solution, and therefore cannot render the Applicants' invention obvious.

Retailing is limited to selling magazines as products at the checkout counter in a store. Like Tai, Retailing does not teach or suggest preparing a feature article incorporating collected information about a product, or including a coupon for that product, or displaying the publication in proximity to the product. Also, Retailing fails to teach printing the store name on the publication, or having the publication be for appropriation by customers.

When combined, Tai and Retailing fail to teach even one step of claim 1, let alone render the entire claim obvious.

Applicants' independent claim 1, as amended, recites a method for promoting sales of a product carried in a store, the method comprising the steps of: collecting information about the product, the collected information pertaining to practical uses or advantages of the product; preparing a publication that includes a feature article that incorporates within the feature article the collected information and that also specifically references a brand of the product; including as part of the publication a coupon for the brand of the product for enabling a customer to purchase the product at a discount; printing on the publication the name of the store; and displaying the publication for appropriation by customers in proximity to the product carried in the store and referenced in the article. Thus, independent claim 1, as amended, clearly distinguishes over the cited references.

Claims 4 and 10 depend from and further limit claim 1, and therefore are allowable as well.

Applicants' new independent claim 17 recites a method for promoting sales of a product carried in a store, the method comprising the steps of: collecting information about the product, the collected information pertaining to practical uses or advantages of the product; preparing a publication that includes the collected information incorporated within other non-product information attractive to customers and that also specifically references a brand of the product; including as part of the publication a coupon for the brand of the product for enabling a customer to purchase the product at a discount; and displaying the publication for appropriation by customers in proximity to the product carried in the store and referenced in the article. Thus, independent claim 17 clearly distinguishes over the cited references.

If the Examiner has any questions or comments regarding the foregoing, the Examiner is invited to telephone the undersigned at the number listed below.

Respectfully submitted,



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